

Como Regional Park Wayfinding and Signage Plan

7/9/12

Como Community Council Meeting June 12, 2012

Meeting Notes

Attending: Nick Edloff (Advisory Board), Elizabeth Stiffler (PW Traffic Engineering), Michelle Furrer Parks-Como Zoo and Conservatory), Randy Quale (Como Advisory Committee-CAC), Kelly Mitchell (CAC-At Large), Paul Kolias (D-10 Rep.), Dan Marckel (PK Commission), Triesta Brown (D6 Representative), Don Varney (City of Saint Paul), Greg Ingraham (HKGi), Lil Leatham (HKGi), Amy Bower (HKGi), Richard Lang (VCI), Cheryl O'Donnell – VCI, Jesse Yungner (VCI).

6:30 Welcome and Introductions – Don Varney

6:40 Wayfinding Project Overview –

VCI – Project goals, process, outcomes and schedule – Richard Lang

HKGi - Tonight's meeting intent and input process – Greg Ingraham

6:50 Wayfinding Best Practices – VCI

Presentation of key wayfinding principles/best practices - Cheryl Long O'Donnell

East Side Heritage Park Sign Model – Greg Ingraham

7:00 **Community Council** received large Como Park Maps and questionnaires and divided into small groups, two per table, to review and identify the following in terms of most importance, listed below each item are the priorities defined:

- 1) What are the priority/key destinations that people need to get to in Como Park?
 - Como Pool (4)
 - Como Town (3)
 - Black Bear Crossing (3)
 - Marjorie McNeely Conservatory (3)
 - Como Golf Course (2)
 - Como Zoo (2)
 - East Picnic Grounds (2)
 - McMurray Field (2)
 - West Picnic Shelter (1)
 - Como Picnic Shelter (1)
 - Historic Streetcar Station (1)
 - Four parking Lots on west property between Hamline Avenue and the Zoo areas (1)
 - Midway Parkway at the Putt'er (1)
 - Aida and Eastbrook Drive (1)
 - Outdoor Classroom (1)
 - Midway Parkway in general (1)
 - Identify Parking (written comment on worksheet)
 - Major signs work well

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- 2) What works well now in terms of wayfinding and signage in Como Park?
 - Wayfinding Signage on I94 and Hwy 36
 - Gateway monuments – although accompanying signage should be added
 - Signage currently works fairly well getting visitors into the park and zoo – also out
 - Brown destination signs
 - Flexibility with mobile “shuttle parking”

- 3) Which destinations or routes are sources of confusion or circulation problems today?
 - Shuttle Station (4)
 - Como Zoo (2)
 - Horton at Lexington Entrance (2)
 - Horton at Midway Parkway (2)
 - McMurray Field (2)
 - Como at Lexington (1)
 - Estabrook at Lexington (1)
 - Horton at Hamline (2)
 - Black Bear (1)
 - Wolf Parking (1)
 - Kaufman Drive Area Parking (1)

- 4) Are there areas in the park that you feel you uncomfortable or unsafe in today?
 - Kaufman Drive Area Parking (3)
 - Lexington at Horton (2)
 - All of Estabrook Drive (1)
 - Tunnel (1)
 - Bike/Walking Paths near Black Bear (1)
 - Aida at Estabrook Drive (1)
 - Gateway Drive Parking (1)
 - Black Bear Crossing (1)
 - East Como Blvd. at complex intersection with Maryland and Victoria (1)
 - Horton at Midway Parkway (1)
 - Como Golf Course as certain holes are too close together – need hard hats! (1)

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- 5) What are your impressions of the Eastside Heritage Park signs as models for Como Park?
- Like the signage – acceptable, useful – not obtrusive
 - Liked combination of text and universal symbols
 - Will it fit Como Park?
 - Liked consistency
 - Universal Symbols
 - Too modern
 - Too large format
 - Not appropriate for Como Park
 - Good for Biking/Walking – not for vehicles
 - Nice design but a bit contemporary for Como
 - Kiosks too massive (roof tops inappropriate)
- 6) Are there unique design features or elements that should be reflected in the Como Park sign design?
- Incorporate St. Paul logo (notes from 2 teams)
 - Historic events
 - Materials should be natural wood and stone, not bright metal at all locations
 - Como's history
 - Simple signage
 - Sign important destinations
 - Changing street names is confusing
 - Monuments very visible but need signs added
 - Limestone, historic, black metal

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- 7) Are there other suggestions your group has for the wayfinding and signage design for Como Park?
- Shuttle bus signage inadequate
 - Parking availability signage
 - Wayfinding maps located throughout all aspects of the park
 - Use natural colors, blues, greens, tans – no Barney purple
 - Mileage signage along trails
 - Street signage in park directing to amenities
 - Get Como Pool on Google Maps
 - Lack of directional signs from Black Bear to Zoo
 - Small blue signs not effective
 - Needs better more directional signs from Snelling
 - Bus stops are in odd midblock places
 - Mobile devices are future use
 - 'Lot Full' systems at key lots (Palm, Wolf, West and East Picnic Grounds)
 - Wayfinding during construction
 - KISS and allow for flexibility/variation
 - Combined bike/walk is busy – pavement marking would be better

7:40 **Group Reporting** – Summaries of input by groups

8:00 **Questions and Answers** – very brief summarizing questions were addressed

8:05 **Next Steps** – VCI reported summary of meeting to follow. Schedule to be determined.